

GAINESVILLE, University City.

Gainesville is conceded to be the most enterprising as well as the most beautiful city in the interior of Florida. It is located in the very center of the State, half way between the Atlantic and Gulf Coasts, surrounded by some of the best fertile soil to be found in the State, and is capable of producing a great variety of crops, the heart of the truck-growing country, and the best educational advantages in the State, good churches, with a fine hospital, are superior to any other city of its size in Florida, with large and consistent congregations; has a fine and beautiful campus, and is a place which cannot be excelled for health and pleasure. All these natural advantages, combined with a progressive and enterprising cosmopolitan community, are sure to make a big city.

There are many natural attractions in the proximity to the city, some of which are Alachua Sink, Palms, the Devil's Mill Hopper, War's Cave, and Lake Newnan, all of which are reached by private conveyance.

Spring Park Stock Farm, the largest and finest live stock farm in the State, is only eight miles west of the city and is reached by a good hard road, making a most pleasant drive.

The farmers of Alachua county, of which Gainesville is the county seat, live at home and board at the same place. The temperature is very uniform, scarcely ever reaching the ninety in summer or the twenties in winter. The population of Gainesville is about eight thousand, representing nearly every nationality on the face of the earth, and strangers always meet with a hearty welcome.

The University of Florida for young men and the National Agricultural Experiment Station are located within the corporate limits of the city. In fact, Gainesville has so many things to offer that we must be pardoned if we omit some of them in the following enumeration of what

- Gainesville Has:**
- No saloons.
 - No garage.
 - Four hotels.
 - Your banks.
 - Your dairies.
 - Your foundry.
 - Your water works.
 - Your churches.
 - Your gas plant.
 - Two tin shops.
 - Three bakeries.
 - One physician.
 - Two fruit stores.
 - Two gunsmiths.
 - Two restaurants.
 - One seed store.
 - Board of Trade.
 - Two drug stores.
 - Four shoe shops.
 - State University.
 - Monk Temple.
 - Twenty lawyers.
 - Two paint shops.
 - Four contractors.
 - One bicycle shop.
 - One diamond.
 - Two ice factories.
 - One music school.
 - One variety store.
 - One public library.
 - Two wagon works.
 - Two planing mills.
 - Two racket stores.
 - Two lumber yards.
 - Two marble works.
 - Two stonemasons.
 - Two wood yards.
 - Two dental rooms.
 - One express office.
 - One mail delivery.
 - One beef market.
 - One butcher shop.
 - One public school.
 - One music house.
 - One telephone system.
 - One haberdashery.
 - One shoe store.
 - One pressing office.
 - One machine shop.
 - One bottling works.
 - One boarding house.
 - One Catholic church.
 - One military company.
 - One jewelry store.
 - One phosphate office.
 - One Chinese laundry.
 - One Christian church.
 - One steam laundries.
 - One Advent church.
 - One daily newspaper.
 - One hardware store.
 - One female physician.
 - One grocery store.
 - One Baptist church.
 - One furniture store.
 - One cold storage plant.
 - One weekly newspaper.
 - One dry goods store.
 - One photograph gallery.
 - One cold drink stand.
 - One electric light plant.
 - One blacksmith shop.
 - One railway system.
 - One benevolent order.
 - One Episcopal church.
 - One United States land office.
 - One chemical laboratory.
 - One Sunday school.
 - One veterinary surgeon.
 - One Presbyterian church.
 - One cigar manufactory.
 - One real estate agent.
 - One fire department.
 - One National companies.
 - One Baptist churches.
 - One church organization.
 - One church picture shows.
 - One church Christmas.
 - One church insurance system.

One semi-weekly newspaper.
Five life insurance agencies.
Two fertilizer manufactories.
Five fire insurance agencies.
Two livery and feed stables.
One crate and basket factory.
One Elks' Club reading room.
Hardwood Manufacturing Plant.
Agricultural Experiment Station.
The Diocesan School of Florida.
Florida Winter Bible Conference.
Five dressmaking establishments.
National Odd Fellows' Sanitarium.
Three undertaking establishments.
Two of the best hotels in the interior.
Two wholesale grain and feed stores.
Two wholesale grocery establishments.
Water that has made Gainesville famous.
The finest opera house in the State outside of Jacksonville.
A Government building now being erected to cost when completed \$160,000.
Carpenters, masons, plasterers, painters, printers, machinists and laboring men galore.
More miles of paved streets and granolithic sidewalks than any other town in the interior of the State.
An \$85,000 court house built of brick and stone—a beautiful structure—and the lawns, flower beds, shrubbery, Confederate monument, etc., surrounding it, make it a most attractive picture.

OFFICIAL DIRECTORY.

State Officers:

Governor—A. W. Gilchrist, Tallahassee.
Secretary of State—H. Clay Crawford, Tallahassee.
Comptroller—A. C. Croom, Tallahassee.
Treasurer—W. V. Knott, Tallahassee.
Attorney-General—Park M. Trammell, Tallahassee.
Commissioner of Agriculture—B. E. McLin, Tallahassee.
Supt. of Public Instruction—Wm. M. Holloway, Tallahassee.
Railroad Commissioners—R. Hudson Burr, Chairman; Newton A. Blitch, Royal C. Dunn, W. C. Yon, secretary. All communications should be addressed to Tallahassee.
President of the Senate—F. M. Hudson, Miami.

County Officers:

Clerk and Auditor—S. H. Wiegand, Gainesville.
Supt. Public Instruction—Dr. J. L. Kelley, Gainesville.
Sheriff—P. G. Ramsey, Gainesville.
County Judge—H. G. Mason, Gainesville.
Tax Assessor—W. W. Colson, Gainesville.
Tax Collector—W. D. Dickinson, Gainesville.
Treasurer—J. D. Matheson, Gainesville.
Supervisor Registration—J. C. McGraw, Gainesville.
County Commissioners—John G. Dampier, Chairman, Hagne; J. F. Townsend, Campville; J. W. May, Archer; Chas. W. Summers, Trenton; O. P. Cannon, Gainesville.
Members School Board—R. B. Weeks, Chairman, Hawthorn; J. W. Moody, LaGrange; G. W. Miller, Trenton.
State Senator—H. H. McCreary, Gainesville.
Members House—S. E. Carter, Gainesville; T. A. Duke, Santa Fe.

City Officers:

Mayor—Horatio Davis.
Marshal—Chas. M. Dell.
Tax Assessor—W. H. Bradford.
Tax Collector—T. B. Ellis, Sr.
Clerk and Treasurer—J. Massey Dell.
City Attorney—R. E. Davis.
Board of Aldermen—G. K. Broome, President; S. J. Burnett, H. L. Philpot, E. M. Graves, C. A. Colclough, W. T. Pound, J. A. Goodwin.
Board of Public Works—H. B. Taylor, Chairman; W. W. Hampton, secretary; H. F. Dutton, E. J. Baird, J. H. Vidal.

We Ask You

to take Cardui for your female troubles, because we are sure it will help you. Remember that this great female remedy—

WINE OF CARDUI

has brought relief to thousands of other sick women, so why not to you? For headache, backache, periodical pains, female weakness, many have said it is "the best medicine to take." Try it!

Sold in This City

BUSINESS CARDS

DR. SARAH M. DAVIS
OSTEOPATHIC PHYSICIAN.
Gainesville, Florida.
Office 201 E. Main St., North. Telephone 125. Office hours 9 to 12, 2 to 5, and by appointment. Graduate of American School of Osteopathy under founder of system, Kirksville, Mo.

DR. J. D. L. TENCH
DENTIST.
Gainesville, Florida.
Office—Rooms 1 and 2, Graham Building. Office hours: 8 to 12 a. m. 1 to 5 p. m.

C. G. MIXSON,
DENTIST.
Office Over Dutton Bank. Phone 236
Gainesville, Fla.

DR. DEVERE B. MORRIS,
DENTIST.
Office over Gainesville National Bank. Phone 200.

DR. J. H. ALDERMAN,
DENTIST.
Office over Dutton & Co's. Bank. Phone 236, Gainesville, Fla.

J. C. ADKINS
Attorney-at-Law.
Porter Block,
Gainesville — — — — Florida.

W. E. BAKER,
ATTORNEY-AT-LAW,
SOLICITOR IN CHANCERY.
GAINESVILLE, Alachua Co., FLA.
Office in Haymans Block.

FERDINAND BAYER,
ATTORNEY AT LAW,
GAINESVILLE, FLORIDA.
Can sell your city property, (improved and unimproved), phosphate, trucking and farming lands. Send him a list of what you offer for sale. 2147p

J. A. CARLISLE,
ATTORNEY AT LAW
And Solicitor in Equity
Real Estate, Conveyancing and General Practice. All business promptly attended to. Office next door to Bus Office. GAINESVILLE, FLORIDA.

FRANK CLARK THOS. W. FIELDING,
CLARK & FIELDING
LAWYERS
Practice in all Courts, State and Federal.
Office over Gainesville National Bank, Gainesville, Florida.

Dr. A. Dolan
VETERINARIAN
Residence:
Magnolia Hotel - Gainesville

VOYLE & VOYLE
REAL ESTATE
GAINESVILLE, FLA.
Farms, Dwellings, Lots
—For Sale—
LIST YOUR PROPERTY WITH US
Abstracts of Title Made
To all Lands in Alachua County
on short notice
Fire Insurance
—Written in Reliable Companies—

ABOUT ADVERTISING—NO. 8

The Cellar Hole and the Sewer Hole

By Herbert Kaufman.

A coal cart stopped before an office building in Washington and the driver dismounted, removed the cover from a manhole, ran out his chute, and proceeded to empty the load. An old negro strolled over and stood watching him. Suddenly the black man glanced down and immediately burst into a fit of uncontrollable laughter, which continued for several minutes. The cart driver looked at him in amusement. "Say, Uncle," he asked, "do you always laugh when you see coal going into a cellar?" The negro sputtered around for a few moments and then holding his hands to his aching sides managed to say, "No, sah, but I jest busts when I sees it goin' down a sewer."

The advertiser who displays lack of judgment in selecting the newspapers which carry his copy often confuses the sewer and the cellar.

All the money that is put into newspapers isn't taken out again by any means. The fact that all papers possess a certain physical likeness doesn't by any means signify a similarity in character, and it's character in a newspaper that brings returns. The editor who conducts a journalistic sewer finds a different class of readers than the publisher who respects himself enough to respect his readers.

What goes into a newspaper largely determines the class of homes into which the newspaper goes. An irresponsible, scandal-mongering, muck-raking sheet is logically not supported by the buying classes of people. It may be perused by thousands of readers, but such readers are seldom purchasers of advertised goods.

It's the clean-cut, steady, normal-minded citizens who form the bone and sinew and muscle of the community. It's the sane, self-respecting, dependable newspaper that enters their homes and it's the home sale that indicates the strength of an advertising medium.

No clean-minded father of a family wishes to have his wife and children brought in contact with the most maudlin and banal phases of life. He defends them from the sensational editor and the unpleasant advertiser. He subscribes to a newspaper which he does not fear to leave about the house.

Therefore, the respectable newspaper can always be counted upon to produce more sales than one which may even own a larger circulation but whose distribution is in ten editions among unprofitable citizens.

You can no more expect to sell goods to people who haven't money than you can hope to pluck oysters from bushes.

It isn't the number of readers reached but the number of readers whose purses can be reached that constitutes the value of circulation. It's one thing to arouse their attention, but it's a far different thing to get their money. The mind may be willing, but the pocketbook is weak.

If you had the choice of a thousand acres of desert land or a hundred acres of oasis, you'd select the fertile spot, realizing that the larger tract had less value because it would be less productive.

Just so the advertiser who really understands how he is spending his money does not measure by the acre. He seeks productivity first. The taken care this he is not putting his money into a sewer.

(Copyright, 1909, by Tribune Company, Chicago.)

"That Which Is Worth Having Is Worth Advertising For"

The old adage that what is worth having is worth asking for is still true—true of the more intricate life of today.

The thing you want—whether it is a used piano or a home, whether it is a ready-made business or a lost pocketbook—is obtained readily through advertising, and with difficulty, or not at all, through other means.

Advertise in THE SUN